

ABC

ISSUES + ANSWERS

WHEDON, Peggy

American Broadcasting Company

1124 CONNECTICUT AVENUE, N. W. WASHINGTON 6, D. C.

EXECUTIVE 3-7700

April 19, 1965

Mr. Paul Chretien
Public Relations Director
Central Intelligence Agency
Washington 25, D.C.

Dear Mr. Chretien:

I am following up a memo sent to me by ABC's Bill Downs in which he outlined his conversation with you regarding a guest appearance by new C.I.A. chief William Raborn on "Issues and Answers".

I should like to emphasize that such a program could be produced in a way that would avoid the controversial and emphasize the Admiral Raborn personality and character, his past career, personal philosophy, hobbies, etc. I have produced programs with the Admiral in the past and know what a dynamic person he is. I think we could serve a real purpose by introducing him to the American people in his new role as one of the key men in the Johnson Administration.

If the Admiral were interested, I'd like to suggest meeting with you and outlining exactly what the program would cover. We believe that "Issues and Answers" which is carried in 350 television stations and radio stations coast-to-coast would give him a warm and friendly push-off in his new career. We guarantee that Bill and our other correspondent would not ask anything that had not been approved. We might also show some film clips of the Admiral's career.

Bill said that you liked the approach. Perhaps we might get together for lunch soon and discuss it further.

With my very best regards, I am

Sincerely yours,

Peggy Whedon
Peggy Whedon
Producer
"Issues and Answers"

I said that I couldn't say either way until the DCI had decided on a policy.

In discussing his proposal, however, he

pw:th

emphasized that it would not be controversial but biographical, etc. I like the biographic approach better than the controversial, if it is to be done at all